

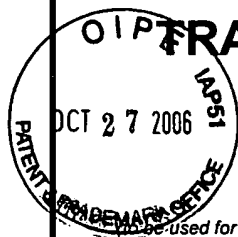
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Application Number	10/754,155
Filing Date	January 9, 2004
First Named Inventor	John W. McMullen
Art Unit	3625
Examiner Name	Amee A. Shah
Total Number of Pages in This Submission	
Attorney Docket Number	CUSTB 63550

ENCLOSURES (Check all that apply)

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<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application	Remarks	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	FULWIDER PATTON LLP		
Signature			
Printed name	David G. Parkhurst		
Date	October 25, 2006	Reg. No.	29,422

CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name	David G. Parkhurst	Date	October 25, 2006

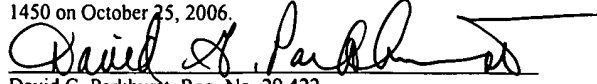
This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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EXPEDITED PROCEDURE
EXAMINING GROUP 3625

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David G. Parkhurst, Reg. No. 29,422

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE
MERCHANDISING SYSTEM AND
METHOD OF OPERATION

Examiner: Amee A. Shah

Group Art Unit 3625

Docket No. CUSTB 63550

October 25, 2006

Los Angeles, California 90045

RESPONSE AFTER FINAL REJECTION
UNDER 37 CFR 1.116

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Dear Sir:

This is in reply to the Office Action dated August 25, 2006, which was made final.

Favorable reconsideration of the application is respectfully requested in view of the
attached Declaration under 37 CFR §1.131 and the following remarks.